

KOHL strikes back

Dear Editor:

This letter is in response to the recent commentary in the Oct. 24, 1985, edition of the Monitor concerning the situation of Ohlone College radio, KOHL.

To begin with, it's obvious that the author of the article is ignorant of the true purpose of KOHL. KOHL is meant to provide Ohlone students with an opportunity to learn how to be a DJ; proper use of production techniques; format and sequence, among other things. All this is meant to be learned in the most realistic setting possible.

And since "Pop" music is what a majority of commercial radio stations play, it would seem intelligent that the musical format would be the one closest to an actual, commercial profit-making radio station, where the majority of the jobs are. That seems reasonable, doesn't it?

KFOG was also mentioned as an example of what KOHL should strive to be like. The supposed best format. Think a minute, hmmm? KFOG is a radio station that has paid commercials, paid DJ's, etc. They are a profit-making, commercial station.

KOHL is a non-profit station because Ohlone College is a non-profit organization. Our air personalities are not paid for their time and work, they (including myself) are *learning*. That's what we are doing here.

Now, if we were all to be paid, then maybe we would be playing Reggae and the other types of music the author was nice enough to suggest. But we are not. Besides, who the hell listens to hard-core punk, Reggae and jazz? Nothing at all is wrong with this kind of music, but very few stations play it. Why should we play something that is not a common format? Think a minute, shall we, hmmm?

Doesn't it stand to reason that you are more likely to get a job at a "Pop-conformist" station if you are familiar with the style and techniques. Face it. "Pop" equals Job. Rather simple is it not? To learn something for a job is helpful. To learn something that will help you find a job in an extremely limited field is idiocy.

I would hate to think of this "Commentary" as the opinion of the entire Monitor staff. Most of you must be intelligent, otherwise I would think it impossible to produce a newspaper of such fine quality as you now do.

What you are suggesting is that KOHL return to the days when KOHL played the music the DJ's wanted to hear. Back to the days

when the entire program was in jeopardy of being terminated because certain individuals lacked the ability to keep things organized. I doubt you will print this letter. But if you do, I appreciate the fairness.

Sincerely,

Carl D. Holcombe

Student/KOHL DJ

P.S. I thought the article on "clam chowder" was a fine piece of responsible journalism worthy of the S.F. Chronicle.

Dear Editor:

While I deeply appreciate the Monitor's advice on what type of broadcast lab environment is best suited to placing students in the job market, I believe our current student placement record speaks for itself.

If the instructional staff in the CA/Broadcast area at Ohlone felt their goals were to get students into non-commercial or alternative radio, our approach would certainly be different.

When students step into professional commercial radio broadcasting, *guess what?* They find it's a *business*, not an art form—and they had better be able to deal with that concept. No one buys a radio station for \$10 million in a major market so he or she can achieve bad ratings. Radio today is a research-oriented, refined, demographic-intensive, highly competitive industry. It's a world of program consultants and tight

music rotations—take it or leave it—and remember, to effect change, you must first have the discipline to get inside the business!

You are correct in assuming that KOHL has no obligation to maintain an audience on behalf of commercial accounts, but we do accept non-commercial donor announcements from a wide variety of services and businesses. These spots not only represent a healthy form of revenue for the program, but also help to heighten the real world lab experience of KOHL. Hence the format is researched for a broad

appeal on behalf of the station, its students and its supporters as well.

Before citing other college broadcast programs as examples, you would do well to check their student job placement ratio first.

Ohlone College's broadcast instructional staff consists of professionals active in the industry who might have some idea about what an applicable job training situation should be!

I'd like to conclude by saying that firmly I believe that we have some of the hardest-working, most career-oriented students on this campus. It's unfortunate your writer couldn't find time to speak to any of them.

Sincerely,

Robert L. Dochterman
Station Manager
Broadcasting Instructor
KOHL/Ohlone College

MONITOR

News Editor: Linda Goulding
Commentary Page Editor: Sal Fuentes
Feature Page Editor: Candy Roos

Sports Editor: Myke Folger

Photo Editor: Mimi Crider

Writers: Greg Costa, Teresa Gomez, Tami Graham, Robb Hassell, Katarina Jonholt, Jacquie Oliverius, Lisa Ostroski, Anita Schaefer, Tracy Smith

Ad Manager: Nobuyuki Kanki

Ad Staff: Ellen Deane, Kimberly Longman,

David Stearns

Production Supervisor: Laura Mesa

Typesetters/Production Staff: Zohreh Afshar-Khamseh, Carla Gardner, Paul Hormel, Etsuko Kono, Valerie Revel, Traci Lambert, Melissa Radebaugh, Nam Tran

Photographers: Mark Burgess, Pete Gerardini, Heath Hermoso, Scott Hester

Business Manager: Lynn Sarmiento

Adviser: Florence Reynolds

Photo Adviser: Gerry Mooney

Printer: F-P Press

The Monitor is published Thursdays for the students of Ohlone College, Fremont/Newark Community College District by communication arts and journalism classes. Offices are located in Room 5310 on campus, 43600 Mission Blvd., Fremont 94539. Call 659-6075 or 659-6076.

The Monitor is a member of the Associated Collegiate Press, Journalism Association of Community Colleges, and California Newspaper Publishers Association. Subscription rate is \$5 per year.

Opinions expressed in the Monitor are those of the respective authors and are not necessarily those of the staff, the college or the Associated Students of Ohlone College. Unsigned editorials reflect the majority view of staff members.

Advertising material is printed herein for informational purposes and is not to be construed as an expression of endorsement or verification of such commercial ventures by the staff or college.

Letters to the editor are invited. Letters should be brief, to the point, and must include a handwritten signature and telephone number or address. For confirmation purposes, include your address and telephone number. Names are withheld only in extraordinary circumstances. Libelous or profane matter will not be published. Submit letters to the Monitor office or letter boxes in the lobbies of the library, cafeteria and Building 1.